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## Along Madison Avenue With Kaselow

# Czechs Hire American 'Pied Piper'

By Joseph Kaselow

Want to have advertising agency representation behind the Iron Curtain? We have just the man—State Department willing. He's Eric Eisner, 23 W. 75th St., who headed advertising for Bata Shoe Co. in Prague, Czechoslovakia, for 15 years and has been here since 1939. Since then he's been engaged mainly in radio and TV commercial production and has made some prize-winning things in the latter category.

Mr. Eisner told us the other day that the Czech government has set up a new agency called Made In Publicity for the purpose of attracting consumer goods to the country. The term "publicity" there as in other parts of Europe means mostly promotion and advertising — not press agency, as here.

Anybody interested in making the move, he says, would not have to start out on a big scale; it could be a pilot operation. The Czechs came to him because of his background and his wide-ranging experience which takes in some 32 countries.

Mr. Eisner noted that last year Czechoslovakia imported some \$2 billion in raw materials, technical equipment, machinery and foods. This year it is taking in somewhat more because of increased consumer goods. It hopes to raise the figure by some \$250 million with particular emphasis on consumer goods.

And next year it is hoping for more — hopefully with greater help from the U. S., which it feels is missing out on a bet since the other Western nations are selling them and reaping the rewards.

The Made In Publicity

operation is an integrated thing, including a new monthly magazine of the same name covering all facets of the country and dying to introduce U. S. products to the people, who, Mr. Eisner said, grab up American goods whenever they can put their hands on them.

Made In Publicity will inform wholesale buyers and consumers all over the country, will arrange lecture tours of foreign experts and will see that things are handled properly in the various media.

Speaking of media, Mr. Eisner told us there are some 2 million TV sets in the country and that a commercial costs \$440 for one minute. This compares with about \$3,000 in this area. A radio minute costs about \$195, against anything from \$100 to \$250 here, depending on time and other factors.

The Czech government, apparently, is anxious to get U. S. advertising into its media and, because of the improvement in the balance of trade, the people there are in a position to buy more.